

ALTERNATIVE ENTERPRISE AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT

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II. HOW TO ORGANIZE AN ALTERNATIVE ENTERPRISE WORKSHOP

Criteria to Consider for Organizing an Alternative Enterprises and Agritourism Workshop (A one-stop information workshop.) Technical Note Draft, NRCS. This technical note suggests a committee structure, workshop structure and questions that need to be addressed at a one-day workshop.

Agritourism: A Farm Alternative. This is a meeting agenda that shows some of the topics that need to be addressed. For more information about how this meeting was organized and received, contact Caragh Fitzgerald, Extension Educator, at telephone 410-313-2707 or James A. Maetzold at 202-720-0132.

Enhancing Income: Through Alternative Enterprise and Tourism. This is a meeting agenda which shows some the topics that need to be addressed. For more information about how this meeting was organized and received, contact Paul Wellman, RC&D Coordinator, at 701-352-0127 or James A. Maetzold at 202-720-0132.

**Criteria to Consider for Organizing an
Alternative Enterprises and Agritourism Workshop
(A one-stop information workshop.)**

This technical note addresses: (1) a suggested committee structure for organizing this type of a workshop and (2) information that should be presented at a one-day workshop. Participants are expected to be farmers, ranchers, and other entrepreneurs interested in a particular type of an alternative enterprise(s) or agritourism business. The workshop outlined below is for an information workshop and not a technical/clinic type workshop focused on business planning, production or marketing issues.

Suggested Committee Structure

The following committee member structure has been helpful for effective planning and media coverage. The membership should include:

- Community Chamber of Commerce representative,
- Local rural business owners,
- Local alternative enterprise and agritourism owners,
- Farmers,
- Farm organizations,
- Marketing firms,
- RC&D board members,
- Media representatives,
- Extension alternative enterprise and agritourism personnel,
- Potential alternative business owners/operators,
- Grant writers/business planners,
- Historical society members,
- Regional parks and tourism representative, and
- County/Region Convention and Visitors Bureau

Some groups have found the critical members of the committee to include:

- Business owners
- Potential alternative enterprise business owners
- Extension alternative enterprise and agritourism personnel
- Farmers
- RC&D board members
- Media representatives

Media committee members have contributed significantly to advertising and marketing of the meeting. Media representatives can take charge of getting the news out before, during and after the workshop. They helped keep the subject at the forefront in the community and region. Media representation provides an “in” to the local and regional media which turns out to be a very strong asset.

Workshop Structure

Experience has shown that farmers, ranchers and other entrepreneurs are generally looking for six types of information at their first alternative enterprise(s) and agritourism information workshop. Experience has also shown that the same six types of information are of primary interest in succeeding workshops. The main function of an information workshop is to provide exposure to networking and for the speakers/others to be a resource during the meeting. A common problem is developing an agenda that is too busy. A review of two workshop agendas (see Exhibit I and II.) shows very different approaches for organizing these one-day workshops, but each covered the same agenda items. It was found that a one-day workshop consisting of plenary sessions was the most fruitful for first time meetings. The agendas followed the general structure of:

- **How does agriculture and alternative enterprises/agritourism fit together?**
This should be presented by an agriculture-based person who is also knowledgeable in tourism and understands what the general public is doing for entertainment and recreation. A county/regional visitor's and convention bureau speaker is very helpful. They can explain how the county is marketed to the public and its relationship to the state tourism bureau.
- **How do I market my products and business?**
Local businesses do the best job of explaining how they built their farm alternative enterprise or local business whether it is a U-Pick, bed and breakfast, a furniture store or a car dealership.
- **What are other people doing and how do they do it?**
An alternative enterprise and agritourism specialist can give a very wide overview of what people are doing throughout the country. Several local alternative enterprise /agritourism businesses can cover the immediate community. (See Exhibits I and II that show four is a good number.)
- **What are the government laws and where do I get information?**
The local Economic Development Authority and the State Department of Agriculture are the best representatives to address these questions.
- **What kind of a business plan do I need for this type of a business?**
The Small Business Administration local representative has been a real asset at recent meetings. They explain what financial lenders and others need for an alternative enterprise/agritourism business. Some universities have excellent extension staff available for this type of assistance.

- **What are the liability concerns and where do I get insurance?**
The local businesses are the best source of information for interested parties. Also, several agencies, and university professors are involved in these activities. A legal perspective on how to structure your farm business (incorporate, partnership, etc.) has been helpful.
- Exhibits by the local speakers from the County Visitors and Convention Bureau, Legal information, SBA, and similar organizations provide not only information but also an opportunity to network.

AGRITOURISM—A FARM ALTERNATIVE

**Saturday, March 4, 2000
Nixon's Farm
West Friendship, MD**

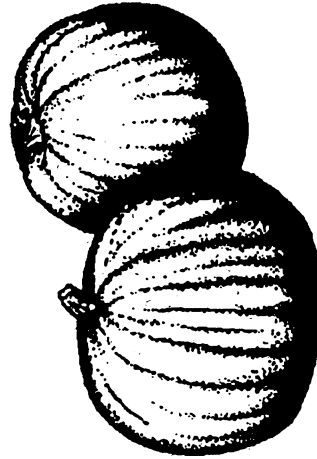
**9:00 - 9:15 Check in and Continental
Breakfast**

9:15 - 9:30 Welcome
Caragh Fitzgerald
Maryland Cooperative Extension
Howard County

**9:30 -10:00 Agriculture and Tourism:
How Do They Fit Together?**
Melissa Arnold
Howard County Tourism Council

10:05 -10:35 Farm Perspective
Tom Owens
Cider Mill Farm, Elkridge, MD
Cider, petting farm, school tours, bakery

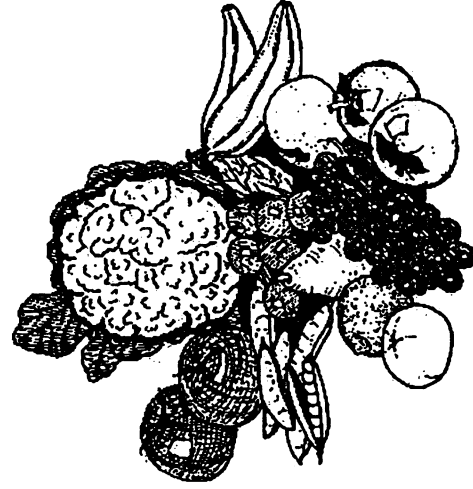
10:35 -11:05 BREAK



11:05 -11:35 Farm Perspective
Rob Ferber
Linvilla Orchards, Media, PA
Pick-your-own fruit, festivals, maze,
hayrides, parties, bakery, petting zoo

11:40 -12:10 Plan to Succeed
Ellin Dize
Small Business Development Center

12:15 -1:30 LUNCH



**1:30 - 2:00 Understanding the Liability
and Insurance Issues**
Dr. Lori Lynch

Department of Agricultural and Resource
Economics, University of Maryland

2:00 - 2:30 Farm Perspective
JoAnn Dawson
FairWinds Farm & Stables
North East, MD

Trail rides, carriage rides, summer camp,
horse shows, bed-and-breakfast

**2:30 - 3:00 Government Regulations
and Agritourism:
Start Early - Check Often**
Ginger Myers
Howard County Economic Development
Authority



3:30 - 4:00 Farm Perspective
Randy Nixon
Nixon's Farm
West Friendship, MD
Picnics, weddings, catering, meetings

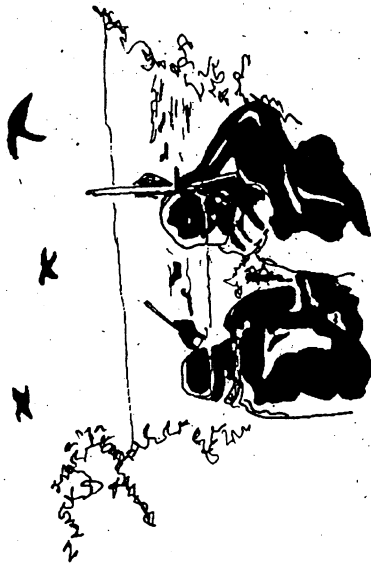
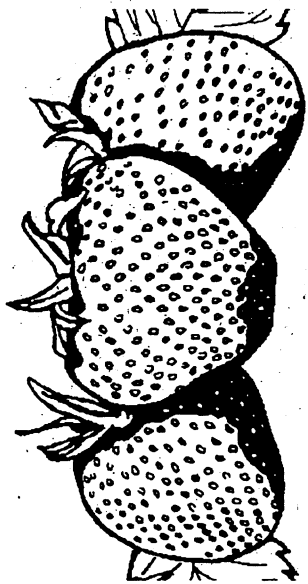
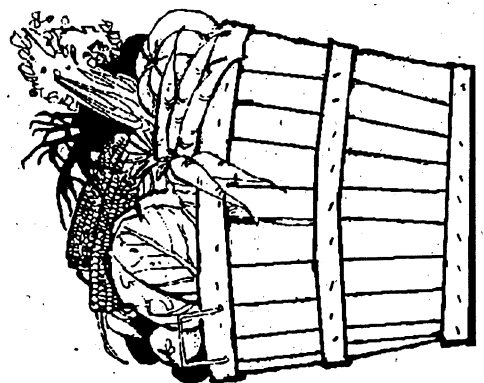
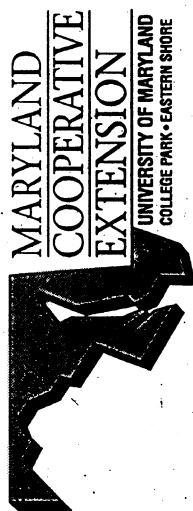
4:00 - 4:30 Taking the Next Step
Caragh Fitzgerald
Maryland Cooperative Extension
Howard County

Sponsored By:

Maryland
Cooperative Extension

Future Harvest-CASA

Nixon's Farm



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Howard County

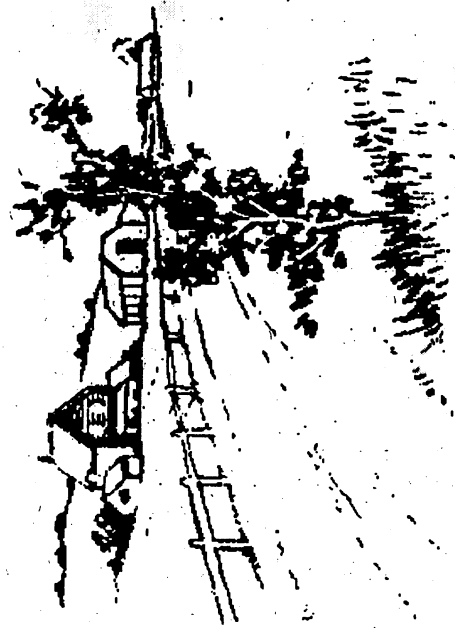
Agritourism

A Farm Alternative

March 4, 2000



Nixon's Farm
Rt. 32
West Friendship, MD



OUR PANELISTS

Panel I – 10:45 am

- 221 Meisted Place Bed & Breakfast – Lonnelle Kelley
- Golden Valley Elk Ranch – Lon Nygard
- Native American jewelry artist – Nelda Schrupp
- Fall Family Fun on the Farm – Steve & Dorothy Enger
- Christmas trees & Reindeer collaboration – Craig Brumbaugh & Vern Heselton
- Small Farm Project - Nels Peterson, NDSU Extension/Nelson County

Panel II – 1:00 pm

- Marcus Jackson, Forester, NDSU Extension – Agro-forestry
- Mike Jacobs, Editor, Grand Forks Herald – birding
- Dr. John Hoganson, Paleontologist, North Dakota Geological Survey – fossil digs
- Mike Olafson & Loretta Bernhoft - Mountain Ethnic Celebration
- Frank Vyzralek, Historical Consultant – Red River Oxcart Trails

Sponsors

Red River Resource Conservation & Development Committee
NDSU Extension Service
Red River Regional Council
KNDK Radio
Grand Forks Herald
Grand Forks Convention and Visitors Bureau
Polar Communications
Pembina County Job Development Authority
Mountain Celebration Committee
1st United Bank – Park River, Adams, Michigan, Grafton
Citizens State Bank – Edmore, Edinburg & Lankin
Nodak Rural Electric
Walhalla State Bank
Walsh County Job Development Authority

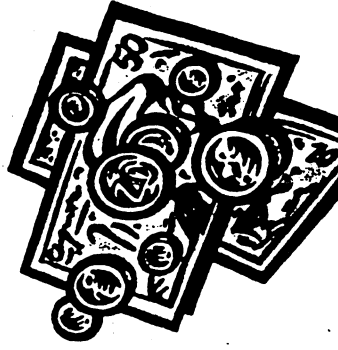
Planning Committee Members

Helen Cozzetto – Grand Forks
 Sue Currie – Park River
 Bernice Flanagan – Edinburg
 Lynette Flage – Cavalier
 Mike Jacobs – Grand Forks
 Neil & Lonnelle Kelley – Mountain
 Arvid Knutson – Park River
 Jon McMillan – Fordville
 Melanie Thornberg – Walhalla
 Hetty Walker – Pembina
 Paul Wellman – Red River Resource Conservation & Development

SERVING THE RED RIVER REGION

**Enhancing
Income**

**THROUGH
ALTERNATIVE
ENTERPRISE AND
TOURISM**



Thursday, June 29

**Edinburg Community
Center
Edinburg, North Dakota**

MANY OPPORTUNITIES

Many North Dakotans are seeking ways to increase their income and maintain their lifestyle through alternative enterprises and tourism. These alternative enterprises are businesses or activities that invite visitors to come on to a farm, ranch or into a rural community to enjoy the agriculture and natural resources.

This workshop will help you see various entrepreneurial activities and opportunities currently in place in the Red River Region.

You'll hear from entrepreneurs themselves, receive technical assistance from professionals dealing with tax issues, insurance and health requirements. As an option, you'll also have the opportunity to tour various alternative enterprises first hand.

An alternative enterprise manual will also be available to purchase for workshop participants. This manual will assist you with many of the details when considering starting a business.

This workshop will be held on Thursday, June 29, 2000, at the Edinburg Community Center, Edinburg, North Dakota. Space is limited so please register early.

For additional information contact Paul Wellman or Sue Currie - Red River Resource Conservation & Development at 701-352-0127 OR Lynette Flage or Sandy Letexier - NDSU Extension/ Pembina County at 701-265-8411.

SCHEDULE OF EVENTS

8:00 am	Coffee and registration
8:30	Introductions - Mike Kottchman, RC&D Committee Co-Chair
8:35	Welcome - Bernice Flanagan, Edinburg General Store
8:40	Greetings - Lt. Governor Rosemarie Myrdal
8:50	Joanne Burke - Deputy Director, ND Department of Tourism
9:10	Kathy Tweeten - Community, Economic Development Specialist NDSU Extension
9:40	Break
10:00	Boyd Byelich - USDA Alternative Enterprise Specialist
10:45	Panel I
12:00	Lunch OR Tours (brown bag lunch will be available to those on a tour)
1:00	Panel II
2:00	Rendezvous Region Review
2:15	Technical Assistance
	ND Department of Health
	ND State Tax Department
	ND State Insurance Department
	ND State Game & Fish Department
	Legal Advice
	Pembina County Job Development Authority
	USDA Rural Development
	OR
	Tours
4:00	Adjourn OR Tours

Tour Options

Throughout the day tours will be offered to three separate alternative enterprise sites. These tours will provide participants to see first-hand some of the opportunities already in place in our region.

The schedule for the day will continue as listed but individuals may sign up for one of these tours as an alternative to the schedule if they so choose. Tours will leave the Edinburg Community Center at 12:00 pm, 2:00 pm and 4:00 pm. The tours are two hours in length and will go to the following destinations:

- 221 Melsted Place - Bed & Breakfast
- Golden Valley Elk Ranch - Hunting facility
- Pembina Gorge Mosasaur site plus Birding narrative (4:00 pm only)

Pre-registration Form

(Registration includes seminar, meals, tours & resources)

Name: _____

Organization: _____

Address: _____

Telephone: _____

E-mail: _____

Tour sign-up (optional). Tours will be limited to the first 20 signed up in each time slot. You may mark a 2nd and 3rd choice.

12:00 pm 2:00 pm 4:00pm

221

Melsted Place

Golden Valley

Elk Ranch

Pembina

Gorge (1 tour only)

Please send the registration form and check for \$20 to:

Red River Resource Conservation & Development Committee
1004 Hill Ave.
Grafton, ND 58237

Checks can be made to the Red River RC&D

Registration deadline is June 23, 2000

**III. Assessing Natural
Resources for Alternative
Enterprises**

ALTERNATIVE ENTERPRISE AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT

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III. ASSESSING NATURAL RESOURCES ALTERNATIVE ENTERPRISES

A team of NRCS employees will prepare a process to assess the uses of natural resources for alternative enterprises and agritourism. Plans are to prepare this material in FY 2001 if funds are available. Until that the information is available, the best suggestion is to use the Forest Service "Recreation Opportunity System" to evaluate the alternative ways of using your soil, water, animal, plants and air resources for alternative enterprises and agritourism. It will take a considerable amount of translation but it is a significant help in assisting one to look at your natural resources differently, rather than just for production agriculture. As soon as this information is available, it will be posted on the RESSD web site. www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm

